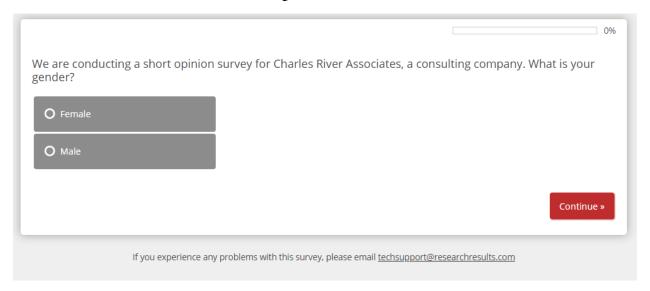
# **EXHIBIT F**

#### **QUESTION S1**



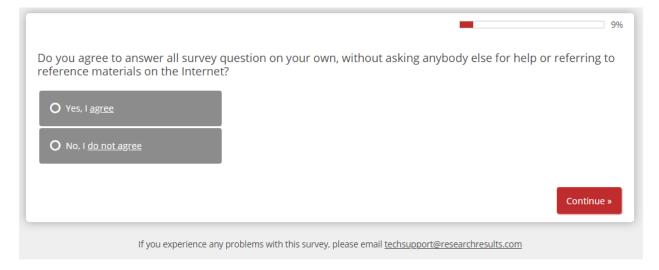
#### **QUESTION S2**

(If QS1 matches gender database)

	4%
What is your age?	
Please type your answer here: years old	
	Continue »
If you experience any problems with this survey, please email <u>techsupport@researchresults.com</u>	

#### **QUESTION S3**

(If QS2 = 16-55 and matches age in database)



#### **QUESTION S4\***

(If QS3 = Yes, I agree)

	14%
What order are these colors in? (Note, the image may take a few seconds to load.)	
O Red, yellow, green, blue	
O Yellow, green, blue, red	
O Green, blue, red, yellow	
O Blue, yellow, green, red	
O Green, red, blue, yellow	
O Blue, red, green, yellow	
O None of the above	
O Don't know	
	Continue »
If you experience any problems with this survey, please email <u>techsupport@researchresults.com</u>	

<sup>\*</sup> The order of the first six answer categories was randomized across survey respondents.

#### **QUESTION S5\***

(If QS4 = Green, red, blue, yellow)

	_	19%
In the past 7 years, did you buy any (SELECT ALL ANSWERS THAT APPLY)	of the following items?	
☐ A laptop or tablet		
☐ A camera or camcorder		
☐ A cell phone		
☐ Wireless earbuds or earphones		
☐ A gaming headset		
☐ A video game		
☐ A smartwatch		
☐ An activity tracker		
☐ None of the above		
☐ Don't know		
	Continu	ie »
If you experience any	problems with this survey, please email <u>techsupport@researchresults.com</u>	

<sup>\*</sup> The order of the first eight answer categories was randomized across survey respondents.

#### **QUESTION S6\***

(If QS5 = A video game)

23%
In the past 7 years, which of the following types of video games, if any, did you buy? (SELECT ALL ANSWERS THAT APPLY) Select all buttons that apply.
☐ Sports games
☐ Role-playing games
Action or adventure games
☐ Music or rhythm games
□ None of the above
□ Don't know
Continue »
If you experience any problems with this survey, please email <u>techsupport@researchresults.com</u>

<sup>\*</sup> The order of the first four answer categories was randomized across survey respondents.

#### **QUESTION S7\***

(If QS6 = Sports games)

		34%
In the past 7 years, which of the fo (SELECT ALL ANSWERS THAT APPLY)	lowing types of sports video games, if any, did you buy?	
☐ Hockey		
☐ Football		
Baseball		
☐ Basketball		
Skateboarding		
☐ None of the above		
☐ Don't know		
	Continue	: »
If you experience an	problems with this survey, please email <u>techsupport@researchresults.com</u>	

<sup>\*</sup> The order of the first five answer categories was randomized across survey respondents.

#### **QUESTION S8**

(If QS7 = Basketball)

	44%
In the past 7 years, did you buy any of the following NBA 2K video games? (SELECT ALL ANSWERS THAT APPLY)	
□ NBA 2K16	
□ NBA 2K17	
□ NBA 2K18	
□ NBA 2K19	
□ NBA 2K20	
□ NBA 2K21	
□ NBA 2K Mobile	
□ None of the above	
☐ Don't know	
	Continue »
If you experience any problems with this survey, please email <u>techsupport@researchresults.com</u>	

#### **QUESTION S9\***

(If QS8 = NBA 2K16, 2K17, 2K18, 2K19, 2K20, 2K21, or 2K Mobile)

	54%
Do you or does anyone in your household work for any of the following types of organizations or companie (SELECT ALL ANSWERS THAT APPLY)	es?
An advertising agency or marketing research firm	
A government agency	
A video game company or store	
None of the above	
Don't know	
Continue	2 »
If you experience any problems with this survey, please email <u>techsupport@researchresults.com</u>	

<sup>\*</sup> The order of the first three answer categories was randomized across survey respondents.

#### **QUESTION 1\***

(If QS9  $\neq$  A video game company or store <u>or</u> An advertising agency or marketing research firm <u>or</u> Don't know)

	649
Which of the following items, if any, were a <u>reason</u> why (SELECT ALL ANSWERS THAT APPLY)	you bought an NBA 2K game?
Realism of the NBA players	
Customization options, such as ability to build your own team,	ability to customize a player's game, styles or tendencies, etc.
Accuracy of the game setting, such as the inclusion of current half-time, and/or post-game shows, etc.	NBA teams, the crowd animations, different arenas, the pre-game,
☐ The overall quality of the graphics	
☐ I and/or my family members like basketball	
Competitiveness, such as ability to play tournament-style com historic or national teams.	petitions against other players, or to play with/against classic,
☐ The XTJ feature	
☐ Gameplay features, such as ease of playing the game, speed o	f gameplay, etc.
☐ Price/Value of the game	
Other features, such as the ability to maintain a trading card coand other items, the soundtrack, etc.	ollection, the ability to collect or purchase cards that unlock players
□ Don't know	
	Continue »
If you experience any problems with this survey	please email <u>techsupport@researchresults.com</u>

<sup>\*</sup> The order of the first nine answer categories was randomized across survey respondents.

#### **QUESTION 2\***

(If  $Q1 \neq Don't know$ )

	689
Please allocate 100 points across the reasons for your NBA 2K game purchas more important reasons and less points to less important reasons. Please en 100 points.	
Price/Value of the game	
Customization options, such as ability to build your own team, to customize a player's game style, etc.	
Competitiveness, such as ability to play tournament-style competitions against other players, to play with/against classic, historic or national teams.	
Gameplay features, such as ease of playing the game, speed of gameplay, etc.	
Realism of the NBA players	
Accuracy of the game setting, such as the inclusion of current NBA teams, the crowd animations, different arenas, the pre-game, half-time, and/or post-game shows, etc.	
I and/or my family members like basketball	
The overall quality of the graphics	
Other features, such as the ability to maintain a trading card collection, the ability to collect or purchase cards that unlock players and other items, the soundtrack, etc.	
	Total: 0
	Continue »
If you experience any problems with this survey, please email <u>techsupport@</u>	researchresults.com

 $<sup>^{\</sup>ast}$  Only reasons selected in Q1 are shown. The order of the answer categories was randomized across survey respondents.

**QUESTION 3\*** 

(If Q1  $\neq$  Don't know and Q1 = Realism of the NBA players)

	71
ou selected "realism of the NBA players" as one of the ollowing items (that are relevant to how realistic the N n NBA 2K game? ELECT ALL ANSWERS THAT APPLY)	reasons for your NBA 2K game purchase. Which of the BA players are), if any, were a reason why you bought
☐ How realistic the NBA players' game styles or tendencies are	
☐ How realistic the haircuts of the NBA players are	
☐ How realistic the tattoos on the NBA players are	
How realistic the NBA players' faces are	
How realistic the NBA players' physiques are	
Other	
☐ Don't know	
	Continue »
If you experience any problems with this survey,	please email <u>techsupport@researchresults.com</u>

<sup>\*</sup> The order of the first five answer categories was randomized across survey respondents.

#### **QUESTION 4\***

(If Q1  $\neq$  Don't know and Q1 = Realism of the NBA players)

100 points.	
ow realistic the NBA players' physiques are	
ow realistic the haircuts of the NBA players are	
ow realistic the NBA players' faces are	
ow realistic the NBA players' game styles or tendencies are	
ow realistic the tattoos on the NBA players are	
ther	
	Total: 0
	Total. 0

<sup>\*</sup> Only reasons selected in Q3 are shown. The order of the answer categories was randomized across survey respondents.

#### **QUESTION 5\***

	I never use this feature	I rarely use this feature	I sometimes use this feature	l often use this feature	I always use this feature
ame Stats	0				
ameplan	0		0	0	0
nstant replay	0		0		0
amera	0			0	0

<sup>\*</sup> The order of the rows was randomized across survey respondents.

**QUESTION 6\*** 

(If Instant Replay in Q5  $\neq$  I never use this feature)

	I never use this menu option	I rarely use this menu option	I sometimes use this menu option	I often use this menu option	I always use this menu option
?oom in/out	0	0	0		0
Play/Pause	0	0	0		0
Change camera focus	0	0	0		0
Change camera angles	0	0	0		0

<sup>\*</sup> The order of the rows was randomized across survey respondents.

#### **QUESTION 7\***

	I never with this NBA player	I rarely with this NBA player	I sometimes with this NBA player	I often play with this NBA player	I always play with this NBA player
Danny Green	0	0	0		0
LeBron James	0	0	0	0	0
Kemba Walker		0	0	0	
Tristan Thompson	0		0	0	0
Trey Burke	0		0		0
Rudy Gobert	0		0		0
Steph Curry			0		
limmy Butler	0		0		0
Will Barton	0		0		
Blake Griffin	0		0		0

 $<sup>^{*}</sup>$  The order of the rows was randomized across survey respondents. The order of Question 7 and Question 8 were also randomized.

#### **QUESTION 8\***

(If QS8 = NBA 2K20  $\underline{\text{or}}$  NBA 2K21)

	I never play with this NBA team	I rarely play with this NBA team	I sometimes play with this NBA team	I often play with this NBA team	I always play with this NBA team
Los Angeles Lakers	0		0		0
Cleveland Cavaliers	0		0		0
Phoenix Suns	0				0
Sacramento Kings	0		0		0
Chicago Bulls	0		0		0
Indiana Pacers	0		0		0
Philadelphia 76ers		0		0	
Portland Trail Blazers	0	0	0	0	0
Houston Wizards	0				0
Boston Celtics	0	0	0	0	0

 $<sup>^{*}</sup>$  The order of the rows was randomized across survey respondents. The order of Question 7 and Question 8 were also randomized.

#### **QUESTION 9\***

•	90
Which of the following best describes when you typically purchase NBA 2K game	e(s)?
O I typically purchase after the release of next edition of the game(s)	
O I typically purchase after the holiday season and before the release of the next edition of the	game(s)
O I typically purchase around the holiday season following the release of the game(s)	
O I typically purchase within a month following the release of the game(s)	
O I typically pre-order the game(s)	
	Continue »
If you experience any problems with this survey, please email techsupport@rese	archresults.com

<sup>\*</sup> The order of the answer categories was kept the same across survey respondents, but the start of options was randomized across survey respondents (i.e., either started with "pre-order" or started with "next edition of the game"). The order of Question 9 and Question 10 were also randomized.

#### **QUESTION 10\***



<sup>\*</sup> The order of the answer categories was randomized across survey respondents. The order of Question 9 and Question 10 were also randomized.